

Bazaarvoice Inc  
Form 3  
August 20, 2014

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|                                           |         |                                      |                                                                            |                                                                        |
|-------------------------------------------|---------|--------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol                         |                                                                        |
| Â Pearson Lisa                            |         | (Month/Day/Year)                     | Bazaarvoice Inc [BV]                                                       |                                                                        |
| (Last)                                    | (First) | (Middle)                             | 08/15/2014                                                                 |                                                                        |
| 3900 N. CAPITAL OF TEXAS HWY,Â SUITE 300  |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)                                                     |                                                                        |
| AUSTIN,Â TXÂ 78746                        |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|                                           |         |                                      | (give title below) (specify below)                                         | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|                                           |         |                                      | Chief Marketing Officer                                                    |                                                                        |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|-------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| Common Stock                    | 2,504 <sup>(1)</sup>                                  | D                                                        | Â                                                     |
| Common Stock                    | 39,000 <sup>(2)</sup>                                 | D                                                        | Â                                                     |
| Common Stock                    | 25,000 <sup>(3)</sup>                                 | D                                                        | Â                                                     |
| Common Stock                    | 40,000 <sup>(4)</sup>                                 | D                                                        | Â                                                     |
| Common Stock                    | 22,200 <sup>(5)</sup>                                 | D                                                        | Â                                                     |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br><small>(Month/Day/Year)</small> |                    | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) |                                  | 4.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5.<br>Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 6. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 5) |
|-----------------------------------------------|-------------------------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
|                                               | Date<br>Exercisable                                                           | Expiration<br>Date | Title                                                                                | Amount or<br>Number of<br>Shares |                                                                       |                                                                                                         |                                                             |
| Stock Options (Right to Buy)                  | Â (6)                                                                         | 04/19/2021         | Common Stock                                                                         | 35,000                           | \$ 6.28                                                               | D                                                                                                       | Â                                                           |
| Stock Options (Right to Buy)                  | Â (7)                                                                         | 08/23/2022         | Common Stock                                                                         | 4,475                            | \$ 13.95                                                              | D                                                                                                       | Â                                                           |
| Stock Options (Right to Buy)                  | Â (8)                                                                         | 02/27/2023         | Common Stock                                                                         | 42,000                           | \$ 6.54                                                               | D                                                                                                       | Â                                                           |
| Stock Options (Right to Buy)                  | Â (9)                                                                         | 06/10/2024         | Common Stock                                                                         | 43,400                           | \$ 7.53                                                               | D                                                                                                       | Â                                                           |

## Reporting Owners

| Reporting Owner Name / Address                                                | Relationships |           |                           |       |
|-------------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
|                                                                               | Director      | 10% Owner | Officer                   | Other |
| Pearson Lisa<br>3900 N. CAPITAL OF TEXAS HWY<br>SUITE 300<br>AUSTIN, TX 78746 | Â             | Â         | Â Chief Marketing Officer | Â     |

## Signatures

/s/ Bryan C. Barksdale (as Attorney-in-Fact for Lisa Pearson) 08/20/2014

        Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective July 1, 2013.
- (2) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective April 1, 2014.
- (3) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective June 20, 2014.
- (4) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective December 20, 2014.
- (5) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective June 20, 2015.
- (6) 1/4th of the shares subject to the option vested and became exercisable on February 14, 2012, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.
- (7) 1/4th of the shares subject to the option vested and became exercisable on July 1, 2013, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.
- (8) 1/4th of the shares subject to the option vested and became exercisable on February 25, 2014, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.

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- (9) 1/4th of the shares subject to the option vest and become exercisable on June 10, 2015, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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